## Parliament Lights 1995 Print Media Plan 4th Qtr 1995 Incremental Spending Recommendation

	Jan Feb		Мат Арг		May Jun		Jul Aug		Sepr Oct		Nov Dec	1	Total Cost
<u>Publication</u>	3 9 16 3	3 3e 6 15 2	27 6 13 20	27 3 10 (7 24	1 8 15 22	29 5 12 19	26 3 10 17 24	31 7 14 21	28 4 11 18	25 2 9 16 23	30 6 13 20 27 4 11 18 2	# Ins,	\$(000)
Women's Pastuon					]							ĺ	
Allure			<u></u>			<u> </u>					]	6	\$139.6
Cosmopolitan		<u> </u>				]						8	\$221.6
Mademoiselle								MG				9	\$231.4
Vanity Fair	**	]				<u> </u>						8	\$236.2
Vogue								<u></u>	1	<del></del>		1 -	\$226.4
New Woman									<del> </del>			5	\$49.6
Glamour									MG		<del> - - - </del>	8	\$326.9
Men's Gen. Int.				1							<del>                                     </del>	°	\$340.ÿ
Esquire												1	\$22.9
Details			]			<b>i</b>		1,,,,	]			8	\$140.3
GQ				1					1			8	\$184.9
Penthouse						····						] -	\$108.3
Playboy			<del></del>							<del></del>		6	\$112,0
Out				<del>                                     </del>			Double I	ssue	<b>i</b>		<b>1</b>	i ,	\$16,7
<u>Sports</u>		ЦП							<b>L</b>				\$10.
Sports Illustrated		$\sqcup$	ЦП	▙▍▎▐▃			🔲					9	\$377.1
Music			ᅜᆛᆝ	▋┃┃┢	╽┆┢┷┸	┃┃┣┸	▎▕ <del>▕</del> ▃┴▃▏╏		┸╣╎┟	ЦП	]		
Rolling Stone		┩╽╽┞	┰┦╎╎		<u> </u>					┍┩╎╽	*MC	10	\$188.4
Spin Du <u>al</u>	MG	-			<b>.</b>	<u> </u>	<u> </u>				<del>[</del>	8	\$57.4
Swing								111	]			4	A.O. C
Detour												1	<b>\$</b> 13.4
Ent. Weekly	<b>∦</b> ├─┤ │	DBI	1	▍▎▎┟	┨┤╎┢┈				<u> </u>			3	\$22.2
·						<del>                                     </del>	DRI	ומ	BI.			10	\$156.1
Premiere	H	<del></del>			1 1 1				4			8	\$87.6
Interview	1	<del>                                     </del>	MG				, , , , , , , , , , , , , , , , , , , ,				<u> </u>	9	\$66.0
Movieline			]     [						<u></u>			6	\$36.7
Paper		3C	<u> </u>	3C	3C		Double tss	uc/3C		3C	3C	7	\$48.5

## 2060296823

\*\*: Billed against 1994 Budget

MG: Makegood

3C: 3rd Cover 4C: 4th Cover

DBL: Double Issue

95PRTC,XLS

## Parliament Lights 1995 Print Media Plan

4th Qtr 1995 Incremental Spending Recommendation

	Jan	Fcb	Маг	Apr	Мау	Jun	Jarl	Aug	Sept	Oct	Nov Dec	_	Total Cost
<u>Publication</u>	2 9 16	23 30 6 (3 2	0 27 6 15 20	27 3 10 17 24	1 8 15 22	2 20 5 12 19	26 3 19 17	24 31 7 14	21 28 4 11 1	8 25 2 9 16	23 30 6 13 20 27 4 11 18	25 # Ins.	\$(000)
Entertainment							]			1		[ ]	
In Style				I <u>L</u> .	ΙШ		!       ]			<u> </u>		1	\$10.5
People	╟ШІ	$  \mathbf{I} \mathbf{I} \mathbf{I} \mathbf{I} \mathbf{I} \mathbf{I} \mathbf{I} \mathbf{I}$			DB1.	<u>                                     </u>		DBL		OBL .		10	\$331.6
Us					L,				<b>_ </b>			8	\$117.9
<u>Regional</u>									<u> </u>	_			
Great Woods Program (	Guide II			<u>                                     </u>		<u> </u>	3rd C	over		<u> </u>		1	\$9.4i
NY Magazine	<b>×-</b> Mo	4 G	]	46		]	DBL		┸╽╽	$  \cdot   \cdot   \sqcup$		9	\$291.4
Manhatian File					ļ , ,,				4111			5	\$28.0
Playbill			4C.	<b>l</b>		4C		]				4	\$160.9
Stagebill					$\parallel \parallel \parallel \parallel \parallel$		4C					1	\$21.8
Encore								7				1	<u>\$2.8</u>
SUB-TOTA	L:											200	\$4,044.5
Newspaper				1									
Boston Phoenix				Fi					$\Pi$	$\square$		10	\$105.3
Village Voice			$\sqcap$	$\Box \mid \Box \mid$	III⊢	1			ΗП	ПП			\$57.Z
SUB-TOTA	.L:			$\Box \Box \Box$		1						1.7	\$163.0
Additional Local Print				1									
Improper Bostoni					$\  \cdot \  \cdot \ $							3	\$10.2
Miami New Tim	es									<b>***</b>		4	\$11.7
Philadelphia City Pap	er				$  \cdot   \cdot  $							3	\$7.4
Philadelphia Week	dy				$  \cdot   \cdot  $							3	<u>\$6.1</u> .
SUB-TOTA	<u>т:</u>											13	\$35.4
Party Zone							<u> </u>						
Dan's Papers					30	3030	3Q 3Q	3C 3C	30			8	\$36.8
Hampton's					30	30 30	30 30 30 30	3030	30			8	\$52.0
Hamptons Hand.						<del></del>	3rd Cover			1		1	\$5.9
Fire Island Tide					39	C 3C 3C	3C 3C	3C 3C	3C	<b>-</b>		[	
						50 30	. 30 30	3C 3C	20	_		8	\$25.2
Atlantic City Mag. SUB-YOTA	,.					4th Cover	4th Cover	4th Cover	31d Cover	4		4	\$18.0
Miami												29	\$137.9
Ocean Drive		3C	3C	3C	1		$[\  \  \  \ ]$					4	\$14.9
GRAND TOTA	L:				1     [							263	\$4,395.7
6029682		<u> </u>		<u>                                     </u>						<u> </u>			#11 <sub>1</sub> 090.7

\*\*: Billed against 1994 Budget MG: Makegood

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3C: 3rd Cover at C: 4th Cover

DBL: Double Issue

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